

2022



ANNUAL IMPACT REPORT

Certified



Corporation



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FORMERLY SHEEO



ABOUT GROW YOUR MIND



OUR MISSION

We are dedicated to arming children, their educators and families with knowledge about their brains, emotions and key habits that build resilience from a young age. We want school staff, students and families to have access to engaging, play-based and collaborative wellbeing resources.

Our mission is to provide evidence-based positive mental health education using a whole-school approach.

This year saw us getting close to 20% of our goal of 690 schools by 2027. This is under 2 years!. We also trained a further 2000+ educators in our Professional Development.

WE HAVE REACHED

21,000+ EDUCATORS

315,000+ STUDENTS

80,000+ FAMILIES

It is a wonderful program that changes lives.

Lindsay Burns

Assistant Principal

**Ss Peter and Paul Catholic Primary
School, Kiama**



OUR VISION

We want ALL children, their educators and families to learn the key skills essential to supporting mental health and building resilience. We want a society that can talk about the mental health continuum in a supportive and empowering way.

UNIVERSITY OF WOLLONGONG RESEARCH PROJECT



Tracking our impact is at the core of our business, it is not an after thought.

In 2021 we undertook an external evaluation of the Grow Your Mind Program by the University of Wollongong, Department of Psychology. Despite some initial setbacks of the project due to lockdown restrictions, the results are in and are very compelling. [Read the full report here.](#)

Participants were 32 teachers and 657 students across 25 classrooms from three schools. Classes were matched and then randomly assigned to either participate in the Grow Your Mind program or continue with their routine practice.

Students' responses to validated surveys broadly indicated positive impacts for those whose class teachers participated in the Grow Your Mind program. These included –



a reduction in negative affect



positive gains in physical and psychological wellbeing



quality of the child's interactions with others, sense of connection, belonging and engagement



THE GROW YOUR MIND PROGRAM IN 2022

A great all rounded program - we love it! A super easy program to implement and student-centred activities that are practical and easy to follow.

Educator feedback from a post evaluation survey

This year we continued to track the impact of our Grow Your Mind program.

IMPACT RESULTS:

FOR STUDENTS since using the Grow Your Mind Program

- 81% knew MORE ways to look after their mental health
- 78% knew MORE about their brain and it's key areas and functions
- 86% knew MORE ways to emotionally regulate
- 86% felt they had a person they could turn to
- 95% are MORE aware of the good things and people in their life

FOR EDUCATORS since using the Grow Your Mind Program

- 93% felt MORE confident to teach students how to look after their mental health
- 96% felt MORE confident to teach students how to emotionally regulate
- 96% felt MORE confident to teach students how to adopt a benefit mindset and act with kindness
- 94% said their students know MORE ways to emotionally regulate
- 93% reported their students have a greater awareness of the good things and people in their life





PROFESSIONAL DEVELOPMENT IN 2022

The course was very valuable. The wide level of research being mentioned gave the presentation authority. What was discussed was so relevant in our workplaces and also at home.

Educator feedback from a post evaluation survey

In 2022 we continued to support the professional development of educators around Australia through our suite of courses both self-led and facilitated. These include:

Teacher wellbeing,

Staff resilience Course,

Implementing Grow Your Mind,

Engaging character strength education,

Using the Grow Your Mind Podcast.

IMPACT RESULTS OF OUR TEACHER WELLBEING in 2022:

87% of attendees felt MORE confident in taking care of their mental health since doing the course

97% of attendees committed to dedicate MORE time in doing so

Strategies they learnt that they committed to do more included - prioritise sleep, build more movement and connection into their day, match their reactions to their values, gratitude, breathing and a commitment to a regular mental health routine.

IMPACT RESULTS OF OUR STAFF RESILIENCE in 2022:

100% of attendees felt MORE confident in growing resilience since doing the course

95% of attendees felt MORE hopeful in their ability to handle setbacks

99% of attendees felt MORE knowledgeable about ways to grow resilience.

Some strategies included; 1. separating what you can and can't control, 2. gratitude 3. completing the stress response cycle and 4. curiosity and awe



Alice made it all seem so accessible and achievable whilst also backing it all up with research and evidence. Thus it was equal parts compelling and inspiring. A lovely balance. I so appreciated Alice's relaxed and authentic style.

Educator feedback from our post evaluation surveys

NEW COURSES IN 2022



Julia was great and engaging. I loved the booklet and working through what is most important. The hand print was a good reminder of what and who is important to me.

Educator feedback from a post evaluation survey

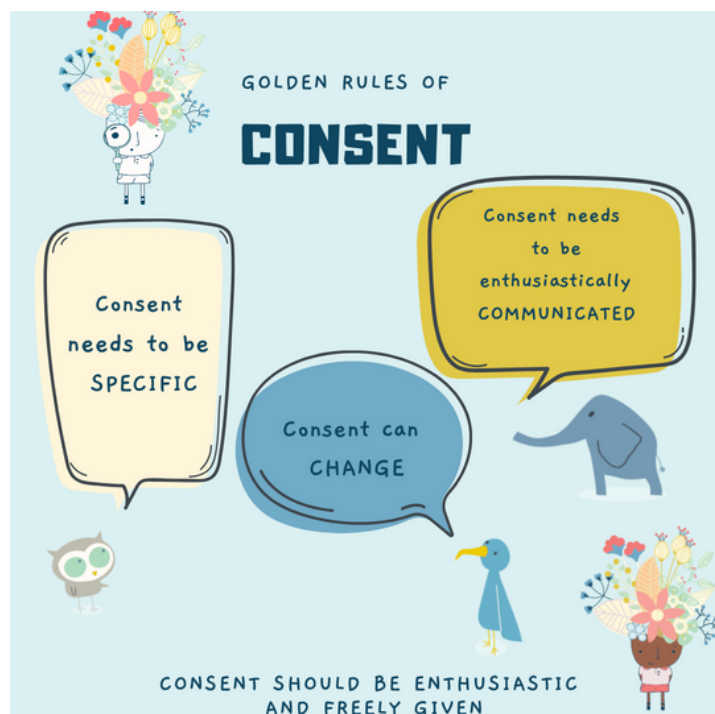
To further support our educators and families to learn and live the Grow Your Mind program we also added 6 new courses to the mix.

For Educators this included

- Whole school approach to social, emotional and wellbeing learning
- Staff culture and communication
- Consent Education
- Advanced Implementation

For the wider community we created

- Helping children feel resilient
- It's going to be ok (puberty and adolescence)





OUR AWARD WINNING



LISTENED TO IN 94 COUNTRIES & NOMINATED FOR BEST CHILDREN'S PODCAST BY THE AUSTRALIAN PODCAST AWARDS

2022 saw Season 3 of the Grow Your Mind Podcast nominated for Best Children's Podcast, following up from our silver medal win for Best Wellbeing Podcast in 2021.

This season had a strong focus on healthy relationships which proved timely with the return to in person schooling.

We heard from schools and families around the country how helpful this offering was.

We also introduced songs in collaboration with the talented Moody from True Vibration. Click the album below to enjoy the tunes.



Click above image to be linked
to our album



Our very talented Podcast Producer
Lisa Taylor at the awards!

SEASON 4 COMING FEB 2022

We will be introducing an exciting new element where our amazing student hosts interview experts on some important topics such as consent. So stay tuned!

PROJECT FLOURISH YEAR 2



SUPPORTING REGIONAL & RURAL PRIMARY SCHOOLS

This year we were able to carry on with our Project Flourish initiative, launched in July 2021.

Project Flourish is about supporting our regional and rural communities, ensuring that their primary schools have access to quality mental health education.

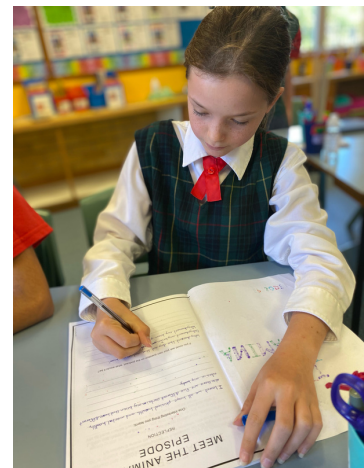
The continuation of this project has been made possible by generous donations from philanthropic individuals that allowed us to support:

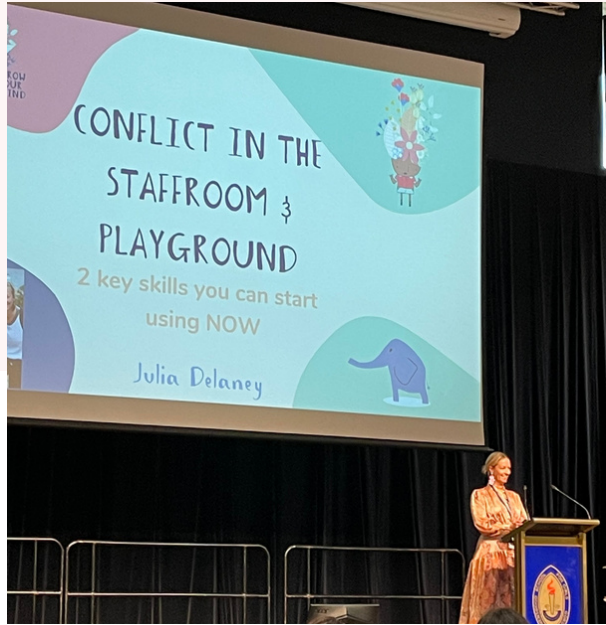
Apollo Bay College (VIC), and Hillvue Public School (NSW)

THE SCHOLARSHIP PROVIDES

- 12 months access to the Grow Your Mind whole school program , an online program with a range of multimedia lessons, tools and resources. The platform caters to a diversity of learners on curriculum aligned topics such as emotional literacy, mindsets, healthy relationships, consent, mindfulness, emotional regulation, perspective and character strength education.
- Professional development: Staff Resilience Course - Building from the learnings of the Teacher wellbeing course and Implementing Grow Your Mind
- Pre and post impact evaluation surveys
- Ongoing support and assistance

If you would like to find out more about supporting this initiative please email kristina@growyourmind.life.





OUR COMMITMENT TO CONTENT INNOVATION

I have loved getting to know the GYM program. I feel there is still so much more to use and get to know, and have a lot of 'growth' within myself but it has certainly given me the confidence to teach mental health appropriately to primary school aged children.

Samantha Clifton
AP at Hillvue Public School

In 2022 we continue to create, update and build upon our award winning content. This is what we created this year:

- 40 lesson plans
- 35 printable worksheets + posters
- 6 podcast episodes + 25 pages of printable reflection questions
- 8 wellbeing songs with activities
- 6 mini animations to inspire movement
- 8 explainer videos for educators
- 5 new comprehensive positive mental health TILES (Sing it up, Consent, Themed Days, Bite Size Audio + Naming Emotions Properly) These all have activities, reflection activities, print outs and more)
- 10 grab 5 minutes of wellbeing ideas added
- 4 self-led courses recorded and shared (Whole school Wellbeing + Staff Culture & Communication + Consent Education + Advanced Implementation)
- 2 terms of daily activities to match a theme: Mindful Monday, Tell Yourself Tuesday, Wellbeing Wednesday, Thoughtful Thursday, Thankful (Fankful!) Friday
- 4 Mini Guess Who videos + comprehension tasks and reflection activities
- 2 new scope and sequence ideas
- Highschool content for specific wellbeing tiles: healthy relationships, consent and character strengths
- A cheeky chat podcast recording with Alice about 3 things that helped her mental health





GRANT SUCCESS

Focus attention and energy on making a difference in the lives of others, and success might follow as a by-product.

Adam Grant

in 2021 we were invited to apply for two grants:

The Federal Government's Boosting Female Founders Initiative and the Impact Investment Ready Growth Grant managed by Impact Investing Australia.

We were thrilled to be successful in being awarded both these grants. What does this mean?

The Boosting Female Founders grant project is enabling us to scale Grow Your Mind in three key areas:

- Technology (scalability improvements)
- Sales (growth optimisation)
- Content (customer retention)

The Impact Investment Ready Growth Grant has allowed us to finish some key pieces of work including updating and further developing our impact measurement framework and progress in mission to raise investment.



UTS SHOPFRONT PROJECT



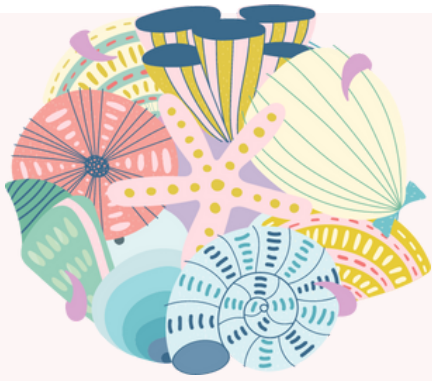
*Creativity is contagious,
pass it on.*

Albert Einstein

This year Grow Your Mind partnered with UTS and Socially Responsive Design subject with Shopfront. This is an initiative where final year undergraduate students at the UTS Design School are paired with impact driven organisations as part of their learning experience.

The students worked with Grow Your Mind to produce 6 mini animations of the Grow your Mind Season 3 Podcast songs. These have been designed to be used by teachers as brain breaks during the class day - getting students moving, singing and connecting. We are so thrilled and proud of the outcome. These photos were taken from the night showcasing the impressive result, which saw it broadcast on Broadway (The UTS library!)



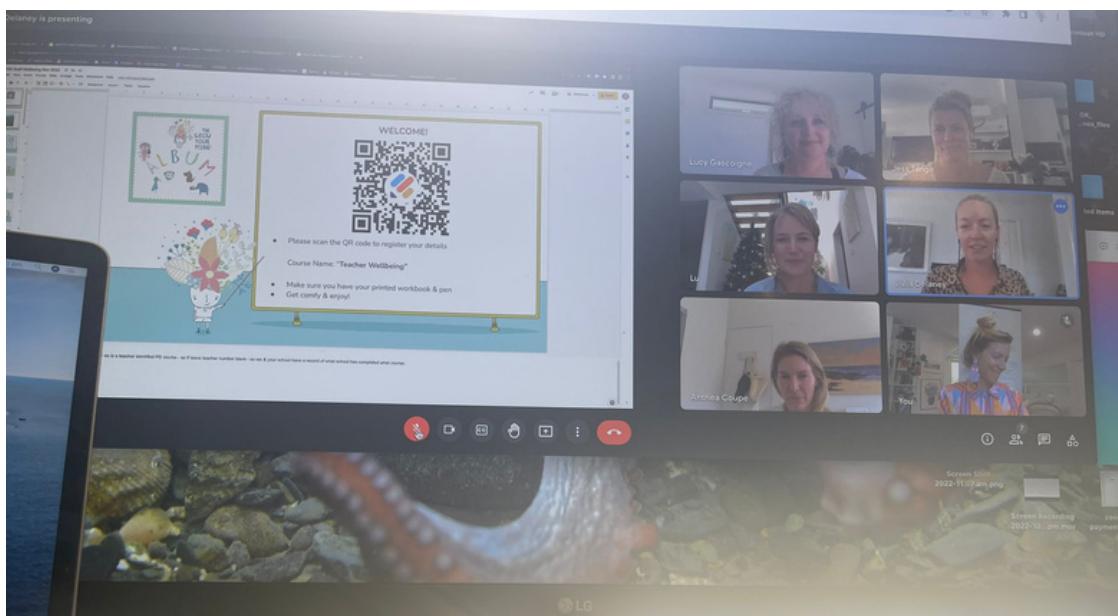


GROWING OUR TEAM



This year saw our team grow with some extraordinary talent including our Content and Curriculum Manager Julia Delaney and General Manager Isabella Jolly.

We are currently training up our first cohort of fabulous presenters to keep up with the demand of our workshops. We feel very fortunate to have such impressive people around us and to be able to offer the opportunity of work that is flexible and meaningful.





BCORP RECERTIFICATION

We are very proud to be a certified BCorp. This means we are part of a community that is working towards reducing inequality, lowering levels of poverty, creating a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose.

This year we undertook our re-certification and we are thrilled to announce that our BCorp score has gone from 82.6 to 107.9, which is above the average of 96 for BCorps in our region.



OUR CONTINUING COMMITMENT TO PARTNERSHIPS



Grow Your Mind has continued to partner with social enterprise, Avenue who run our warehousing and order fulfilment. Avenue is a co-working space where people of all abilities are supported to work, socialise and develop their individual skills, regardless of their support needs. This is a really meaningful partnership for us. We know the importance of connection, belonging & feeling valued when it comes to enduring good mental health. The Grow Your Mind team is made up of 28 fantastic individuals and we are very grateful for their hard work in helping us get our physical resources out to schools and families across Australia.

WHAT IS COMING IN 2023

Season 4 of the Grow Your Mind Podcast is coming with student reflection journals and bite size episodes on topical themes that will be sprinkled throughout the year.

To celebrate movement, joy and the fact that consent education will be mandatory across all schools in Australia in 2023 we have our very first music video clip! It's a celebration of diversity, body boundaries and has a call to action for us all to play a part in consent education.

2023 will see the creation of a special tile on courage and fear called: Threat, Challenge or Opportunity? This will have lesson plans, activities and print outs. This development is a result of educators wanting more support to address fear of failure and anxiety in the classrooms.

Schools will be able to book in for coaching sessions as part of our commitment to ensure best practice and sustainability of the program. And we plan to create a new PD on educator mindsets to boost staff morale and help retain teachers in their schools.

